

Gareth Baldrica-Franklin

baldricafran@wisc.edu | [Portfolio](#) | 160 Science Hall, 550 N Park Street, Madison, Wisconsin 53706

EDUCATION

PhD in Geography (ongoing) 2022–present
University of Wisconsin, Madison
• Advisor: Dr. Robert E. Roth
• Dissertation: *The Map is Alive: Digital Mapping Futures and Ephemerality*

MS in GIS/Cartography 2022
University of Wisconsin, Madison
• Advisor: Dr. Robert E. Roth
• Master's Thesis: *Online Atlas Storytelling*

BS in Earth Sciences, Geography Emphasis 2017
Oregon State University, Corvallis, OR
• GIS Certificate, Writing Minor
• Undergraduate Thesis Advisor: Dr. Todd Jarvis
• Undergraduate Thesis: *Oregon Water Atlas: A Digital Collection and Visualization of Oregon's Water Data*

RESEARCH EXPERIENCE

Project Assistant 2025
University of Wisconsin Cartography Lab

Project Assistant with Principal Investigator Kasey Keeler 2023–2024
American Indian and Indigenous Studies

Project Assistant, Course Development 2023
UW-Madison GIS Professional Program

Project Assistant with Principal Investigator Robert E. Roth 2020–2021
National Science Foundation CAREER Grant

PUBLICATIONS

Baldrica-Franklin, G. (Submitted). Instructors as Developers? Submitted
Designing, Evaluating, and Maintaining Web Mapping Pedagogies
using Minimal Computing. *Journal of Geography in Higher Education*.

Baldrica-Franklin, G. (Submitted). Life and Deprecation: The Submitted
Long-Term Life of Digital Maps. *Cartographic Perspectives*.

Baldrica-Franklin, G., Roth, R.E., Young, S., Moore, S. Forthcoming
(Forthcoming). Linear versus nonlinear narratives for online atlases:
A focus group study of the Global Madison situated learning
experience. *International Journal of Cartography*.

Keeler K., **Baldrica-Franklin, G.** (Forthcoming). Homesteading Forthcoming
Minnesota: Settler Geographies and American Indian Dispossession.
Open Rivers.

Roth, R.E., Iverson, A., Kagawa, A., Le Sourd, G., Ricker, B., 2025
Andersen, TMA, **Baldrica-Franklin, G.**, Houtman, L., de Lotus
Ilunga, F., Lee, M., and Kraak, MJ. (Accepted) Making and remaking
Mapping for a Sustainable World: A retrospective and prospective
analysis as a case study in processual cartography. *International
Journal of Cartography*.

Roth, R.E, Nawshin, N.T., Anderson, A., **Baldrica-Franklin, G.**, and 2023
Hart, D.A. (2023). A comparative analysis of locative audio for
Mobile Cartography: A preliminary study. *Proceedings of the 18th
Conference on Location Based Services*.

Baldrica-Franklin, G. (2021). Mapping Narrative Content and 2021
Structure in Online Atlases. *Proceedings of the 30th International
Cartographic Conference*.

Roth, R. E., Sack, C. M., **Baldrica-Franklin, G.**, Chen, Y., 2021
Donohue, R., Houtman, L., Prestby, T., Tolochko, R., and
Underwood, N. (2021). Introducing Web Mapping: A Workbook for
Interactive Cartography and Visualization on the Open Web.
Proceedings of the 30th International Cartographic Conference.

Roth, R.E., Andersen, T.B., **Baldrica-Franklin, G.**, Iverson, A.A., 2021
Archuleta, C., and Roessler, M. (2021). The making of *Mapping for a
Sustainable World*. *Proceedings of the 30th International
Cartographic Conference*.

Educational Resources

Keeler, K., Suarez, S., **Baldrica-Franklin, G.**, Pauliot, M., Tate, S. 2023
(2023). *Mapping Teejop*. University of Wisconsin American Indian
and Indigenous Studies Department. <https://mappingteejop.wisc.edu/>

Roth, R.E, Sack, C.M, **Baldrica-Franklin, G.**, Chen, Y., Donohue, 2021
R., Prestby, T., Tolochko, R., and Underwood, N.. (2021). *Web
Mapping: A Workbook for Interactive Cartography and Visualization
on the Open Web*. Version 0.1. University of Wisconsin Cartography
Laboratory: Madison, WI. DOI: 10.5281/zenodo.4032935

Baldrica-Franklin, G., Roth, R.E., Young, S., (2021). *Global
Madison*. Version 2.0. University of Wisconsin Cartography
Laboratory: Madison, WI. 2021

<https://geography.wisc.edu/globalmadison/#>

Atlases

- Zhao, B., Van Den Hoek, J., Alix-Garcia, J., Svevo, G., **Baldrica-Franklin**, G., and Katz, G. (2019). *Global Refugee Atlas*. Retrieved from <https://hgis.uw.edu/refugee/>. 2019
- Oregon State University Libraries & Press and Institute for Natural Resources. (2019). *Atlas of the Pacific Northwest*. Retrieved from <http://pnwatlas.oregonstate.edu/>. 2019
- Baldrica-Franklin**, G. (2017). *Oregon Water Atlas*. Institute for Water and Watersheds, Institute for Natural Resources & Oregon State University Cartography and Geovisualization Group. Retrieved from <http://oregonwater.info/>. 2019
- Oregon Metro. (2015). *Regional Mobility Corridor Atlas*. Retrieved from <https://www.oregonmetro.gov/mobility-corridors-atlas>. 2017
- Jenny, B. et al. *Atlas of the Polar Regions*. (2015). Oregon State University, Cartography and Geovisualization Group [E-book atlas for Apple iPads]. 2015

Technical Libraries

- Baldrica-Franklin**, G. (2024). Web Walking Tour (Version 1.0) [Source Code]. <https://github.com/cartobaldrica/web-walking-tour>. 2024
- Baldrica-Franklin**, G. (2023). Scrollmap (Version 1.0) [Source Code]. DOI: 10.5281/zenodo.14057822. <https://github.com/cartobaldrica/scrollmap>. 2023
- Roth, R.E., **Baldrica-Franklin**, G., Kelly, M., and Underwood, N. (2021). Mapstudy (Version 1.1) [Source Code]. DOI: 10.5281/zenodo.14057828. <https://github.com/uwcartlab/mapstudy>. 2021

GRANTS

- “Supporting Ottawa Data Sovereignty and Cultural Restoration: Digital Infrastructure, Interactive Mapping, and On-the-ground Experience at Maple River, Michigan.” *ACLS Digital Justice Grant*. 2025
- “Finding Our Way Through the Maple River Restoration Project On-the-ground and Online: Maple River Restoration Digital Story Mapping”. *Fremont Area Community Foundation*. 2024
- “Engaging Native and Non-Native Community Members in the Maple River Restoration Through Deep Mapping”. *Bridging* 2024

Michigan – Michigan Humanities Grant.

AWARDS & HONORS

International Cartography Association Scholarship	2025
CaGIS International Travel Grant	2025
UW-Madison Student Research Grant	2025
Trewartha Research Award—Department of Geography, UW-Madison	2025, 2022, 2021
Trewartha Research Award—Department of Geography, UW-Madison	2025, 2022
Teaching Mentor Award—University of Wisconsin, Madison	2024
Campus-wide TA Award—Advanced Achievement in Teaching, University of Wisconsin Madison	2024
Early Career Scholar Award, United States National Committee	2021
3rd Place, AWMA Student Environmental Challenge	2017
2015 IMIA Americas Map Awards: Best Student Electronic Map	2017
NACIS Student Dynamic Map Competition Winner	2015
2015 New Mapmaker Award by the British Cartographic Society and ESRI UK	2015
3rd Place: Map Series or Atlas - 2015 ESRI User's Conference	2015
Oregon State University Drucilia Shepard Award	2015
Arthur Parenzin Memorial Geography Scholarship	2015

CONFERENCE PRESENTATIONS

Baldrica-Franklin, G. , Mapping, Reciprocity, and the Restoration of the Maple River. <i>North American Cartographic Information Society (NACIS) Conference.</i>	2025
Baldrica-Franklin, G. , Life and Deprecation: what happens to digital maps in the long term? <i>International Cartography Conference (ICC).</i>	2025
Baldrica-Franklin, G. , Critical Homestead Mapping: Indigenous Dispossession and Resistance. <i>American Association of Geographers (AAG) Conference.</i>	2025
Baldrica-Franklin, G. , Creating a Digital, Indigenous Walking Tour of UW-Madison: Reflections on Collaboration, Justice, and Place. <i>North American Cartographic Information Society (NACIS) Conference.</i>	2024

Baldrica-Franklin G. , and Young, S. Global Madison: Teaching Globalization with Situated Learning. <i>Wisconsin Council for Social Studies Annual Conference</i> .	2024
Nawshin, N.T. (presenter), Roth, R.E., Anderson, A., Baldrica-Franklin, G. , and Hart, D.A. User-centered design of locative audio for mobile cartography: A preliminary study. <i>American Association of Geographers (AAG) Conference</i> .	2024
Roth, R., Hart, D., Anderson, A., Baldrica-Franklin, G. , Noordyk, J., Nawshin, N.T. Cartography for Adaptive Coastal Management in Wisconsin. <i>Wisconsin Land Information Association (WLIA) Conference</i> .	2024
Baldrica-Franklin, G. Mapping Teejop: Creating an Indigenous Walking Tour of the UW Campus. <i>Wisconsin Land Information Association (WLIA) Conference</i> .	2024
Baldrica-Franklin, G. Mapping Teejop: Creating an Indigenous Walking Tour of the UW Campus. <i>Dimensions of Political Ecology (DOPE) Conference</i> .	2024
Baldrica-Franklin, G. Online Atlas Storytelling: Towards Nonlinear Narratives Atlases. <i>North American Cartographic Information Society (NACIS) Conference</i> .	2023
Baldrica-Franklin, G. Online Atlas Storytelling: Towards Nonlinear Narratives Atlases. <i>International Cartographic Association (ICA) Spring Symposium, Olomouc</i> .	2023
Baldrica-Franklin, G. Online Atlas Storytelling and its Pedagogic Potential in Atlases. <i>American Association of Geographers (AAG) Conference</i> .	2023
Roth, R.E. (Presenter), Sack, C.M., Baldrica-Franklin, G. , Chen, Y., Donogue, R., Houtman, L., Prestby T., Tolotchko, R., and Underwood, N. Web Mapping: A workbook for interactive cartography and visualization on the open web. <i>North American Cartography Information Society</i> .	2021
Baldrica-Franklin, G. Mapping Narrative Content and Structure in Online Atlases. <i>International Cartography Conference. Online</i> .	2021
Roth RE (Presenter), Baldrica-Franklin, G. , Kelly, M., Underwood, N., and Sack, CM. Distributing map studies. In: <i>Proceedings of the ICA Commission on Cognitive Visualization and ICA Commission on the User Experience Joint Workshop on Adapting User Studies</i> . Online.	2021

TEACHING EXPERIENCE

Lecturer, University of Wisconsin—Madison

Geography 572: Graphic Design in Cartography (Fall 2024)
Geography 370: Introduction to Cartography (Summer 2023)
Geography 170: Our Digital Globe (Summer 2022)

Graduate Teaching Assistant, University of Wisconsin—Madison

Geography 575: Interactive Cartography and Geovisualization

(Spring 2022, Spring 2023)

Geography 572: Graphic Design in Cartography (Fall 2021, Fall 2022)

INVITED LECTURES/WORKSHOPS

Baldrica-Franklin, G. “Maps and the City.” In *Geography 305: Intro to the City*, UW-Madison. November 4th. 2025

Baldrica-Franklin, G. and Keeler, K. “Mapping Teejop”. In *Landscape Architecture 363: Earth Partnership, Restoration Education for Equity and Resilience*, UW-Madison. October 31. 2025

Baldrica-Franklin, G. and Keeler, K. “Mapping Teejop”. Building Bridges: Cross-Disciplinary Collaboration In Community-Engaged Work. February 21 2025

Baldrica-Franklin, G. “Critical Mapping Workshop”. Autumn School of Political Ecology. November 8. 2024

Keeler, K., Suarez, S. **Baldrica-Franklin, G.**, Pauliot, M., Koran, C. “Mapping Teejop”. University of Wisconsin Roundtable Series. March 20. 2024

Baldrica-Franklin, G. “Maps and the City.” In *Geography 305: Intro to the City*, UW-Madison. March 14 2024

Baldrica-Franklin, G., and Roth, R.E. “Storytelling Through Maps.” In *Geography 475: U.S. Mexico Borderlands*, UW-Madison. Sept. 9. 2022

SERVICE

Service to Department

Chair, Geography Department Social Committee 2021–2024

Student Representative, Hiring Committee for UW Cartography Lab
Creative Director [Successful Hire of Dr. Alicia Cowart] 2023

Student Representative, Hiring Committee for Assistant Professorship in Cartography/GIS [Successful Hire of Dr. Bill Limpisathian] 2022

Archivist, Geography Department 2020–2022

PROFESSIONAL EXPERIENCE

Cartographer/Developer	2021–Present
<i>University of Wisconsin Cartography Lab</i>	
Cartographer/Web Designer	2020
<i>Institute for Natural Resources, Oregon State University</i>	
Digital Cartographer	2019
<i>Cartography and Visualization Group, Oregon State University</i>	
Digital Scholarship Developer	2017–2019
<i>Valley Library, Oregon State University</i>	

PROFESSIONAL AFFILIATIONS

American Association of Geographers	2023-Present
Wisconsin Land Information Association	2023-Present
North American Cartographic Information Society	2021-Present
International Cartographic Association	2021-Present

VOLUNTEER EXPERIENCE

Cartographer	2019–2020
<i>La Crosse Public Library Archives</i>	

TECHNICAL COMPETENCIES

QGIS
ArcGIS Suite
HTML/CSS/JS
Leaflet.js
Vue.js
D3.js
Mapbox
Python
SQL
Adobe Illustrator/Indesign
Inkscape
GeoServer